
Domestic Outreach

Pathways to Markets

Results from 1999 Trough Workshop Brainstorming



Concentrating Solar Power

Sun♦Lab

Sandia National Laboratories, Albuquerque, NM
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Objectives

- Identify and target domestic markets
 - niche and high value
 - product differentiation
- Develop a message to target influential groups
- Build national voice to influence policy
- Leverage state/federal money available for renewables

Make a trough project happen ???

Identify and target domestic markets

- Participate in regulatory and legislative process
 - visit states
 - Coordinate industry
- Analyze past, present and future deregulated markets for CSP opportunities
 - Meet with people active in these markets
- Update PR material for regulators and legislators
- Roadmapping workshop for new applications
- Identify end uses other than power (heat)

Develop a message to target influential groups

- “Big Splash” at Earth Day 2000
- Hire a PR firm
- Identify groups with market influences
- Tie into cross technology efforts and DOE and national labs
- Create a separate identity for technology
- Identify sensitivities for target groups (avoid landmines)
- Capture existing poll data
- Simplified tools for market potential in states

Build national voice to influence policy

- Target specific non-solar meetings
 - NARUC and NCSL conference
- Coordinate industry efforts to influence groups
- More invitations for technical people to meet with policy makers and legislators
- Simulate PV Compact
- Create robust CSP group in/like SEIA
- Create CSP user group
- Create electronic newsletter (include conferences, procurements)
- Annual CSP conference
- Educational outreach



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Leverage state/federal money available for renewables

- Identify and target CSP opportunities
- List and prioritize needed policies